

PANELISTS



WILLIAM A. SCHROEDER
Educational Director,
Lithographers and Photoengravers
International Union



EARL M. LANDIS
Manager of Installation
and Services,
Harris-Seybold Company, Division of
Harris-Intertype Corporation



DORSEY BIGGS
Technical Consultant,
Chemco Photoproducts
Company, Inc.



RAY TAIT
Finishing Enterprises, Inc.,
Division Rigby Printing Company,
Lenexa, Kansas



M. J. BAUMWELL
President,
M. J. Baumwell, Typographers



JAMES B. KOBAK
Managing Partner,
J. K. Lasser & Co. Inc.



EDWARD BLANK
Director of Production
Management and New Developments,
Printing Industries of Metropolitan
New York



SEYMOUR AUERBACH, Professor
Chairman, Division of
Commerce, New York City
Community College



MILTON G. BASSIN
President, New York City
Community College

THE COMMITTEE

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Typography: Zimmering & Zinn, New York
Printing: Raskin Printing Company, New York
Layout and Mechanical: David Dong

Prepare Today for Tomorrow's
Automated World of Printing
Saturday, May 4, 1968
New York City Community College

Day-to-day the effects of Automation in the Graphic Arts become more important. Keeping pace with these developments, recognizing the comparative value of the machines that are the fruits of the automated technology, represents a greater responsibility than most industry people can accomplish, however dedicated they may be.

The study of Automation is a project undertaken by the International Association of Printing House Craftsmen and local Clubs, like the Club of Printing House Craftsmen of New York, for the prime purpose of regularly UP-dating developments in the industry so that on one occasion annually a *report* of highest authority is made available. In the current *report*, the print shops areas of pressroom, composing room, camera and plate room and the bindery are placed in the spotlight by a galaxy of authorities who will present the broad picture and by a number of specialists representing manufacturers of the latest in automated equipment and devices.

(We suggest that you refer to the detailed program on the inside spread of this announcement.)

The study of Automation has always been interested in focusing attention on the social and economic impact of Automation: the effects of Automation on management methods and structures; the effects of Automation on craftsmen's morale; the need for training craftsmen to meet the impact of automated machines and last, but not least, the ever present need for discovering, recruiting and educating desirable new people for positions of importance in the industry. All of these topics will be presented in sharp focus by representatives of management, labor and education.

Phase III Prepare Today for Tomorrow's Automated World of Printing is beamed to the interests of modern managers as well as craftsmen for a broader and mutual understanding. Automation needs skilled hands, is one genuine point-of-view to be recognized in this time of great communications changes. But as vital a consideration for the common good is the need too, for management to recognize their responsibility for the success of every training project. That point will be emphasized over and over again during the May 4 program.

phase III

PREPARE TODAY FOR TOMORROW'S AUTOMATED
WORLD OF PRINTING

Tax loss memo
Cybernetics
Letter P. Reilly

automation '68

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CLUB OF PRINTING HOUSE CRAFTSMEN OF NEW YORK
PRINTING INDUSTRIES OF METROPOLITAN-NEW YORK
NEW YORK CITY COMMUNITY COLLEGE
INTERNATIONAL ASSOCIATION OF
PRINTING HOUSE CRAFTSMEN

AT THE NEW YORK CITY COMMUNITY COLLEGE
285 JAY STREET, BROOKLYN, NEW YORK
KLITGORD CENTER
SATURDAY, MAY 4, 1968 AT 8 A.M.

phase III

PREPARE TODAY FOR TOMORROW'S AUTOMATED
WORLD OF PRINTING

THE PROGRAM

8:15 AM
Coffee/and (Namm Hall Cafeteria)

8:55 AM
Welcome—Milton G. Bassin
President, New York City Community College

9:05 AM
Introduction—Edward Blank, Chairman
*Phase III, Prepare TODAY for Tomorrow's
Automated World of Printing*

9:10 AM
Communications in the Year 2000
A motion picture of considerable relevance to the
occasion with appropriate commentary by
James B. Kobak, Managing Partner
J. K. Lasser and Company, New York

9:30 AM
UP-dating Composition—Speaker: M. J. Baumwell,
M. J. Baumwell, Typography, New York
Presentation: Carl Schmaedig, Manager of
Product Planning and Product Development,
Varityper Division, Addressograph-Multigraph Corp.
Presentation: Fred Sciervo
Graphic Systems Marketing Division,
Mergenthaler

10:25 AM
UP-dating
Speaker: Dorsey Biggs, Technical Consultant,
Chemco Photoproducts Co. Inc.,
Glen Cove, New York
Presentation: Francis J. Vetare, Marketing Specialist,
Graphic Arts Sales Development,
Eastman-Kodak Company
Presentation: Dennis F. Carey, General Sales Manager,
Printing Development, Inc.,
Plate and Chemical Division

11:20 AM
UP-dating Bindery—Speaker: Raymond Tait,
Finishing Enterprises, Inc.,
Division Rigby Printing Company, Lenexa, Kansas
Presentation: C. W. Wall, The Eastern Regional
Manager, The Dexter Company,
Division Miele-Goss-Dexter, Inc.
Presentation: Robert J. Campbell,
E. C. Fuller Company, with a view of Smyth Book
Production Equipment

12:15 PM
Luncheon

1:15 PM
Training for Automation
Speaker: William A. Schroeder,
The Educational Director, Lithographers and
Photoengravers International Union

1:50 PM
Education for Automation
Speaker: Professor Seymour Auerbach, Chairman,
Division of Commerce, New York City
Community College

2:20 PM
UP-dating Pressroom—Speaker: Edward Blank,
Director of Production Management and
New Developments, Printing Industries of
Metropolitan New York
Presentation: Art Blumenthal, Web Press Sales,
The Goss Company, Division Miele-Goss-Dexter, Inc.
Presentation: Earl M. Landis, Manager of
Installation and Service, Harris-Seybold Company,
Division of Harris-Intertype Corporation

3:20 PM
Questions—Moderator: Charles V. Morris, Chairman,
International Association of Printing House
Craftsmen's Automation Study Committee and
Vice President and General Sales Manager of
Saxon Paper Corporation

4:00 PM
Adjournment

REGISTER

Register today. Reserve your ticket or arrange a party from
your office or Club. Single tickets are \$12.50. But blocks of
five tickets can be obtained for \$55.00. Make your check
payable to Edward Blank and mail it in the accompanying
postpaid envelope. Your tickets will be sent to you by return
mail.

SINGLE TICKETS \$12.50 BLOCKS OF FIVE \$55.00
Luncheon is included.

Your contributions are tax deductible.



LOCATION

Klirtord Center is located at 285 Jay Street, Brooklyn 1,
New York, in the heart of Brooklyn's new Civic Center.
The building may be reached via subway and rail lines as
follows:

IRT—Seventh Avenue and Lexington Avenue lines to
Borough Hall Station

BMT—Brighton Beach, Culver, and Fourth Avenue
locals to Court Street—Borough Hall Station

IND—A, E, and D Expresses to Jay Street—Borough
Hall Station

LONG ISLAND RAILROAD—To Atlantic Avenue Station
—then take No. 67 (High Street) Bus to Tillary Street

AUTOMATION UP/DATED

PHASE III—Prepare Today for
Tomorrow's Automated World of Printing
Saturday, May 4, 1968
New York City Community College

Attendance at this all-day Saturday/UP dating of goings-on
in the world of Automation will guarantee an up-close look
at the automated equipment presently available, and others
which are almost ready for commercial introduction. Be
assured of the *last-word* on:

- automated presses
- automated accessories and controls
- electronic composing machines
- computer controlled cold type to plate
- automated cameras
- automated film processors
- automated color separating
- electronic color proofing
- automated casing-in equipment
- automated inserter, stitcher, trimmer
- automated perfect binding

Almost all of this equipment will be demonstrated in motion
pictures and on slide-sound projections. The manufacturers
of the equipment have cooperated with the Craftsmen in the
selection of the material to be demonstrated and in the
editing of the presentations. As an added feature, printed
material illustrating the equipment will be given every one
who attends.

Phase III-Prepare Today for Tomorrow's Automated World
of Printing is a *must* event on the calendar of everyone who
wants to know what's going on in the printing industry.
today and what effect it will have on tomorrow's printing
industry.

Reserve your ticket today. Return the enclosed reservation
card with your check. Make it payable to Edward Blank,
461 Eighth Avenue, New York, N. Y. 10001.

Single Tickets \$12.50. Blocks of Five, \$55.00
Bring a friend. Bring four friends . . . and save.